

Electronic Acknowledgement Receipt

EFS ID:	9614149
Application Number:	10748682
International Application Number:	
Confirmation Number:	1976
Title of Invention:	System and method for delivering internet advertisements that change between textual and graphical ads on demand by a user
First Named Inventor/Applicant Name:	Ross Koningstein
Customer Number:	26192
Filer:	Michael P. Shepherd/Linda Quintana
Filer Authorized By:	Michael P. Shepherd
Attorney Docket Number:	16113-0632001
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Application Type:	Utility under 35 USC 111(a)

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Submitted with Payment	no
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File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		SuppAmendment.pdf	99948 <small>3ac0427e1398ca0b055172ec01bf5d70ebc7f2520e</small>	yes	21

Multipart Description/PDF files in .zip description					
Document Description			Start	End	
Supplemental Response or Supplemental Amendment			1	1	
Claims			2	20	
Applicant Arguments/Remarks Made in an Amendment			21	21	
Warnings:					
Information:					
2	Transmittal Letter	IDS.pdf	62649 b375557978cab13f7b4624f920ba1455da4f456	no	1
Warnings:					
Information:					
3	Information Disclosure Statement (IDS) Filed (SB/08)	1449.pdf	90399 23fa6da13c7951019ba85d7ad6db550f150a81de0	no	1
Warnings:					
Information:					
This is not an USPTO supplied IDS fillable form					
4	NPL Documents	Ref_IAB_NAI_Change_Tactics_on_Ad_Targeting.pdf	104054 eb1d42251805f2ac1c37a7cab33ba3a63c10b7de0	no	2
Warnings:					
Information:					
5	NPL Documents	Ref_NY_Times_online_ad_model_mimics_print.pdf	97509 d747e034402b1b4ee13c923367b27a04075c5b0145	no	2
Warnings:					
Information:					
Total Files Size (in bytes):			454559		

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New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.